



## COMMUNICATIONS COMMITTEE MEETING

Wednesday, September 15<sup>th</sup>, 2021 – 9:00 a.m.  
Meeting 05/21

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Present:	Bill Smirle, Board of Directors, Past Chair, ex-officio Charles Armstrong, Public Citizen Murray Inch, Public Citizen Gerrie Kautz, Board of Directors Doug Thompson, Public Citizen Tom Van Dusen, Public Citizen Byron Vienneau, Public Citizen Tim Jackson, Public Citizen
Regrets:	Cindy Saucier, Councillor, Russell Peggy Taylor, Chair, Communications Committee Gerry Boyce, Public Citizen Gary Barton, Public Citizen George Darouze, Board of Directors, Chair, ex-officio Pierre Leroux, Board of Directors, Vice Chair, ex-officio
Absent:	Karen Switzer-Howse, Public Citizen
Staff:	John Mesman, Team Lead, Community Lands and Outreach Carl Bickerdike, Team Lead, Corporate Services Shannon Gutoskie, Communications Specialist Kelsey Smith, Stewardship and Outreach Assistant Shannon Murray, Stewardship and Outreach Assistant



Bill Smirle, Past Chair and Acting Committee Chair called the September 15<sup>th</sup>, 2021 Communications Committee meeting to order at 9:05 a.m.

RESOLUTION NO. CMN-054/021      Moved by: Doug Thompson  
Seconded by: Gerrie Kautz

CARRIED

Staff presented project and program updates.

## **COMMUNICATIONS COMMITTEE VIRTUAL MEETING MINUTES OF JULY 29<sup>th</sup>, 2021**

CARRIED

## UPDATE: SOCIAL MEDIA AND WEBSITE

RESOLUTION NO. CMN-056/21      Moved by: Tom Van Dusen  
Seconded by: Murray Inch



RESOLVED THAT: The Communications Committee receive and file the Social Media and Website Update.

CARRIED

**REQUEST FOR APPROVAL: SNC SOCIAL MEDIA POLICY**

RESOLUTION NO. CMN-057/21      Moved by: Tom Van Dusen  
Seconded by: Doug Thompson

RESOLVED THAT: That the Communications Committee receive and file the Draft SNC Social Media Policy, for discussion purposes; and

FURTHER THAT: The Committee direct staff to present an updated policy directly to the Board of Directors for approval following legal review.

CARRIED

**UPDATE: LOW WATER RESPONSE PROGRAM COMMUNICATIONS**

RESOLUTION NO. CMN-058/21      Moved by: Charles Armstrong  
Seconded by: Byron Vienneau

RESOLVED THAT: That the Communications Committee receive and file communications updates to the Low Water Response Program.

CARRIED

**UPDATE: 2021 YOUTH FISH CAMP**

RESOLUTION NO. CMN-059/21      Moved by: Doug Thompson  
Seconded by: Charles Armstrong

RESOLVED THAT: That the Communications Committee receive and file the 2021 Youth Fish Camp report.



FURTHER THAT:

The Committee direct staff to review the user fees in March 2022 and consider hosting additional camps in 2022, should resources and funding permit.

CARRIED

**REQUEST FOR APPROVAL: CANCELLATION OF ANNUAL GOLF TOURNAMENT  
AND LAUNCH OF FALL FUNDRAISING INITIATIVE (ONLINE WOOD AUCTION)**

RESOLUTION NO. CMN-060/21

Moved by: Tom Van Dusen  
Seconded by Murray Inch

RESOLVED THAT:

The Communications Committee approve the cancellation of SNC's Annual Friends of SNC Golf Tournament; and

FURTHER THAT:

The Communications Committee direct staff to organize an online fundraising Wood Auction (in partnership with Boisés Est and SD&G Woodlot Association) in Fall 2021 to support community tree planting initiatives.

CARRIED

**Bill Smirle left the meeting at 9:54 a.m. During his absence, the Committee Members endorsed John Mesman as Interim Committee Chair until his return.**

**REQUEST FOR APPROVAL: VIRTUAL TOWN HALL REPLACEMENT OF  
ANNUAL TOUR**

RESOLUTION NO. CMN-061/21

Moved by: Charles Armstrong  
Seconded by: Gerrie Kautz

RESOLVED THAT:

The Communications Committee approve the cancellation of SNC's Annual Bus Tour; and

FURTHER THAT:

The Committee direct staff to host an alternative outreach event in the form of a virtual town hall in Fall



2021 to educate the public on SNC Programs, Services, Conservation Areas, and past and current projects.

CARRIED

**REQUEST FOR APPROVAL: SNC 75<sup>TH</sup> ANNIVERSARY LOGO DESIGN**

RESOLUTION NO. CMN-062/21

Moved by: Gerrie Kautz

Seconded by: Doug Thompson

RESOLVED THAT:

The Communications Committee direct staff to work with graphic designers to create a new SNC logo for the 75th anniversary in 2022.

CARRIED

**Bill Smirle returned to the meeting at 10:25 a.m. and resumed the position of Committee Chair.**

**REQUEST FOR APPROVAL: SNC 75<sup>TH</sup> WORKPLAN**

RESOLUTION NO. CMN-063/21

Moved by: Tim Jackson

Seconded by: Doug Thompson

RESOLVED THAT:

The Communications Committee approve the SNC 75th Anniversary Workplan as presented.

CARRIED

**REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS**

RESOLUTION NO. CMN-064/21

Moved by: Tim Jackson

Seconded by: Tom Van Dusen

RESOLVED THAT:

The Communications Committee recommends the Board of Directors approval of Community



Environmental Grants in the amount of \$300 each to:

- The Russell & District Historical Society
- Eco East

CARRIED

RESOLUTION NO. CMN-065/21

Moved by: Tom Van Dusen

Seconded by: Gerrie Kautz

RESOLVED THAT:

The Communications Committee separate Camp Kagama's application.

CARRIED

RESOLUTION NO. CMN-066/21

Moved by: Byron Vienneau

Seconded by: Tim Jackson

RESOLVED THAT:

The Communications Committee recommends the Board of Directors approval of Community Environmental Grant in the amount of \$300 to:

- Camp Kagama

CARRIED

**Bill Smirle left the meeting at 11:05 a.m.**

## **ROUNDTABLE DISCUSSION**

### **A. COMMUNITY ENGAGEMENT ACTIVITIES**

- Byron discussed interest in identifying public sites within the Township of Alfred-Plantagenet to support winter recreational activities, including cross-country skiing. SNC will prepare a Memo to Council on winter recreational opportunities and availability for SNC to groom winter trails.
- Murray shared plans from the Oak Valley Volunteers to host a Fall Field Day on October 16, 2021 at the Oak Valley Pioneer Park to help prepare the park for closure activities.

### **B. RECOMMENDATIONS FOR 'FRIENDS OF SNC'**

There were no recommendations for 'Friends of SNC' at this time.



**DATE OF NEXT MEETING:**

November 17<sup>th</sup>, 2021

**ADJOURNMENT:**

RESOLUTION NO. CMN-065/21

Moved by: Doug Thompson

Seconded by: Byron Vienneau

RESOLVED THAT:

The Communications Committee meeting of  
September 15<sup>th</sup>, 2021 be adjourned at 11:15 a.m.

CARRIED

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Bill Smirle,  
Interim Committee Chair.

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John Mesman,  
Team Lead, Community Lands and Outreach.

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